



Program Executive Office for Simulation, Training & Instrumentation

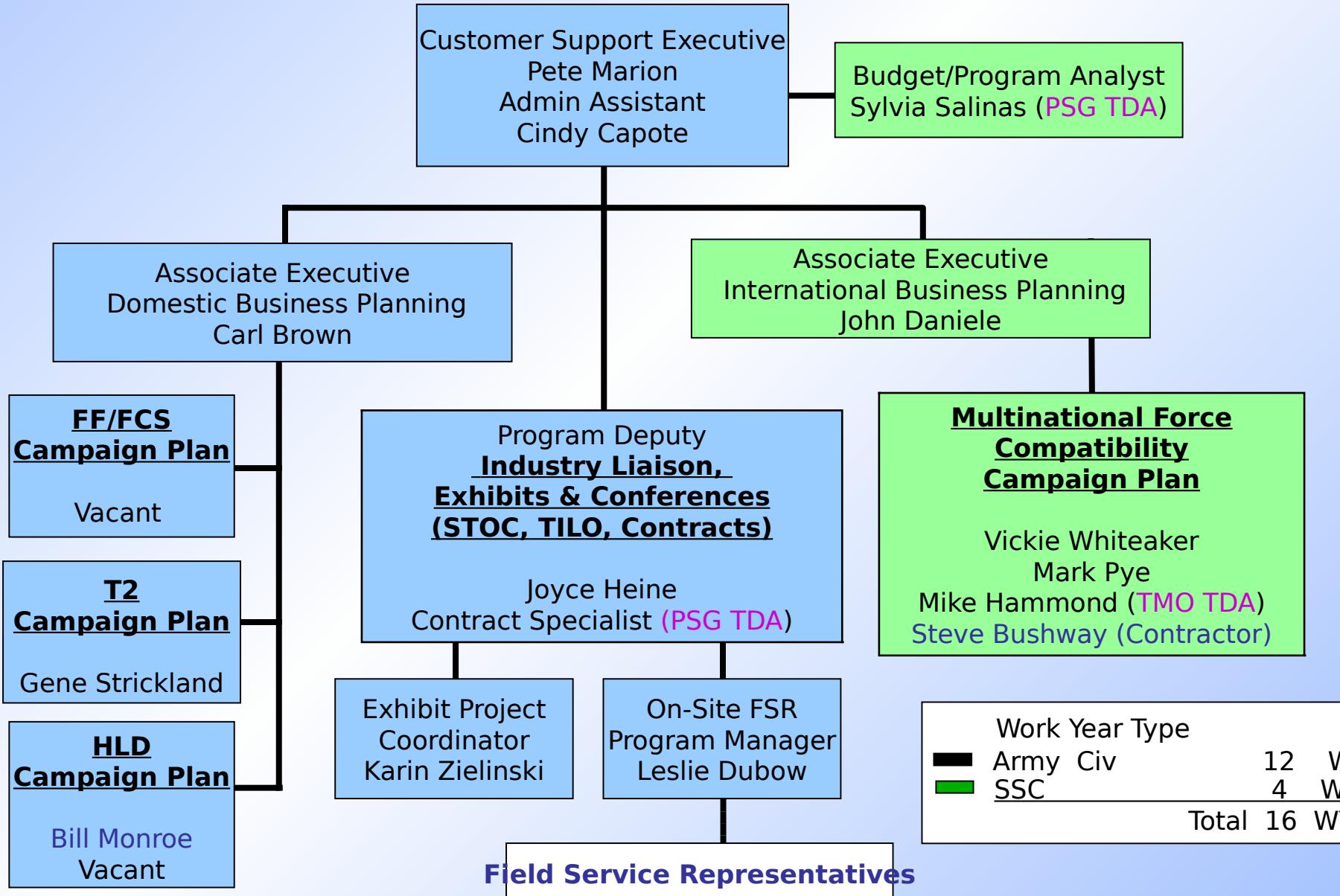


The Customer Support Group Overview

Mr. Pete Marion
PEO STRI Customer Support Executive
9 June 2004



Customer Support Group Organization





Customer Support Group Overview

Mission:

Conduct mission and business development for the PEO. “Market” PEO capabilities, products and services to an expanding business base. Serves as the customer’s advocate to insure satisfaction and solutions that represent the best the PEO can offer in terms of interoperability, common components and re-use.

Functions:

- **Directs PEO-STRI Domestic Business Development process**
- **Directs the PEO-STRI Omnibus Contract (STOC) process**
- **Directs the PEO’s International Security Cooperation activities**
- Assists CBU’s in achieving program and revenue growth
- Process owner for Integrated Solutions Methodology for new business
- Coordinates PEO participation in overarching M&S steering committees/working groups
- Develops, collects and disseminates market research
- Develops a mid to long range business forecast, and strategic business plan.
- Leads the PEO IPT for mission and business development exhibits and conferences
- Develops and implements Memorandum Of Agreements with customers
- Serves as customer advocate to measure satisfaction
- Educates and assists new customers on “doing business with PEO-STRI”
- Performs the Technical and Industrial Liaison Office (TILO) function
- Principal coordinator for all PEO STRI Exhibits and Conferences

PEO STRI STOC Omnibus Contract



Background

- It has come to the PEO STRI's executives' attention that there are **perceived** problems with the STOC contract and related processes
- PEO STRI assigned a CSG Team to conduct assessment workshops and interviews with both internal and external stakeholders from March - April 2004.
- The CSG Team back briefed DPEO in May 2004 with results from assessment and received concurrence to proceed with Top 3 issues



STOC Problem/Opportunity Summary:

- Inconsistent Formats and Processes **All Stakeholders**
- Inadequate Internal Communications and Information Sharing
- Inadequate Industry Communications
- Access to Larger Market Place
- Organization Conflict of Interest: SETA contractors Excluded from STOC
- Small Business Administration (SBA) Issues
- **STOC Contract Dollars Not Meeting Industry Expectations**
- If a Prime Brings New Work to STOC, that Prime Should Get the Work
- **Awarding Contracts to Same Companies**
- Lack of Technical Depth in PEO STRI
- STOC Process Takes Too Long
- **STOC Needs A “Controlling Manager”**



“Quick Response”

Problem/Opportunity	Action Required	Action Plans
Awarding Contracts to Same Companies	Communicate Nature of “a Fair Opportunity” to Industry Partners	Pete Marion
STOC Contract Dollars not Meeting Industry Expectations	Communicate Numbers to Industry Partners	Pete Marion
Inadequate Industry Communications: Obtain Industry Capabilities	Communicate at APBI, webpage, PEO STRI Announcement: Liaison Officer (TILO) & Ombudsman in BOO	TILO@peostri.army.mil Ombudsman@peostri.army.mil Rob Reyenga
STOC Needs a “Controlling Manager”	Joyce Heine has been selected as Project Director of STOC	Joyce Heine Joyce.Heine@peostri.army.mil (407.384.5336)



Awarding Contracts to Same Companies (METRICS)

Kt	KTr	Obligated	Kt	KTr	Obligated
N61339-			N61339-		
00-D-0700	AST	\$0	01-D-0716	TMI	\$137,152,785.62
00-D-0701	BMH	\$1,252,621.00	01-D-0717	UNITECH	\$44,607,425.00
00-D-0702	COLSA	\$11,659,839.00	01-D-0718	NGIT	\$0.00
00-D-0703	AEGIS	\$19,556,158.00	01-D-0719	BOEING	\$64,105.00
00-D-0704	CRC	\$0	01-D-0720	CUBIC	\$43,009,202.00
00-D-0705	CSC	\$18,513,401.00	01-D-0721	METTERS	\$0.00
00-D-0706	AT&T	\$4,506,180.00	01-D-0722	NLX	\$115,887,305.00
00-D-0707	LMIS	\$365,251,754.00	01-D-0723	RAYDON	\$3,777,106.00
00-D-0708	NGIT	\$3,854,729.00	01-D-0724	AAI	\$0.00
00-D-0709	Gen Dynamics	\$2,223,998.00	01-D-0725	CAE	\$81,906,373.00
00-D-0710	SAIC	\$143,675,190.97	01-D-0726	E & S	\$32,175,187.00
00-D-0711	NGIT	\$654,145.00	01-D-0727	L-3	\$0.00
00-D-0712	NGSM	\$66,228,656.34	01-D-0728	RTI	\$6,089,528.00
01-D-0713	ICE	\$32,225,102.00	01-D-0729	UDLP	\$0.00
01-D-0714	SRC	\$1,296,999.00	01-D-0730	ACM	\$18,994,450.00
01-D-0715	Anteon	\$82,010,032.00	01-D-0731	RAM	\$132,993.00
			01-D-0732	SPARTA	\$431,992.00
				TOTAL:	\$1,237,137,257

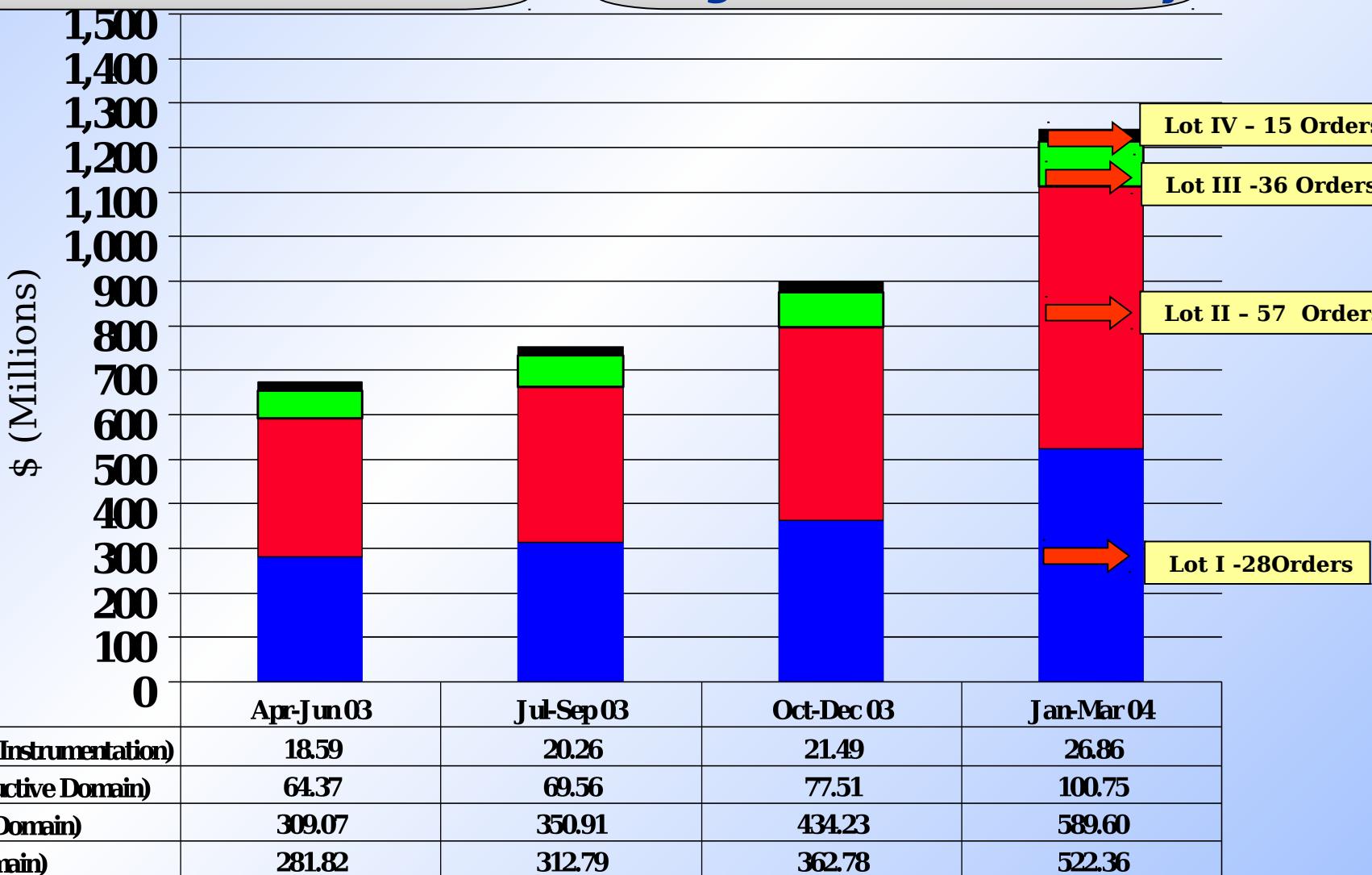
Four Years into Eight Year Contract



STOC Contract Dollars Not Meeting Industry Expectations (Metrics)

Obligated: \$1,237,137,256

136 Delivery Orders
Average RFP - CA = 62 days





Top 3 Problems / Opportunities

#	Problem/Opportunity	Action Plans Defined
1	Inconsistent Formats and Processes	#1: Establish Process Charter #2: Update User's Guide #3: Maintain Users Guide
2	Inadequate Industry Communication	#4: Obtain Strategy Feedback #5: Communicate Government Requirements #6: Provide Feedback to Industry
3	Access to Larger Market Place	#7: Analyze STOC Metrics #8: New STOC Acquisition Strategy #9: Awarding Outside of STOC



Summary

- **Identified 13 Problem/Opportunity Themes**
- **Prioritized to Top 3 Problems with 9 Action Plans**
- **Remaining Problems Currently Being Addressed with Ongoing Initiatives**
- **Common Implementation Barriers/Challenges**
 - **Cultural Change/Resistance to Change - Will Require Executive Sponsorship**
 - **Lack of Resources to Implement Action Plans**
- **Recommendations to Work Through Barriers**
 - **Strong Executive Sponsorship**
 - **Add Resources or Reassign Existing Resources**



Multinational Force Compatibility Campaign Plan APBI June 2004

Presented by
Mr. John Daniele
Chief, Defense Exports
And Security Cooperation



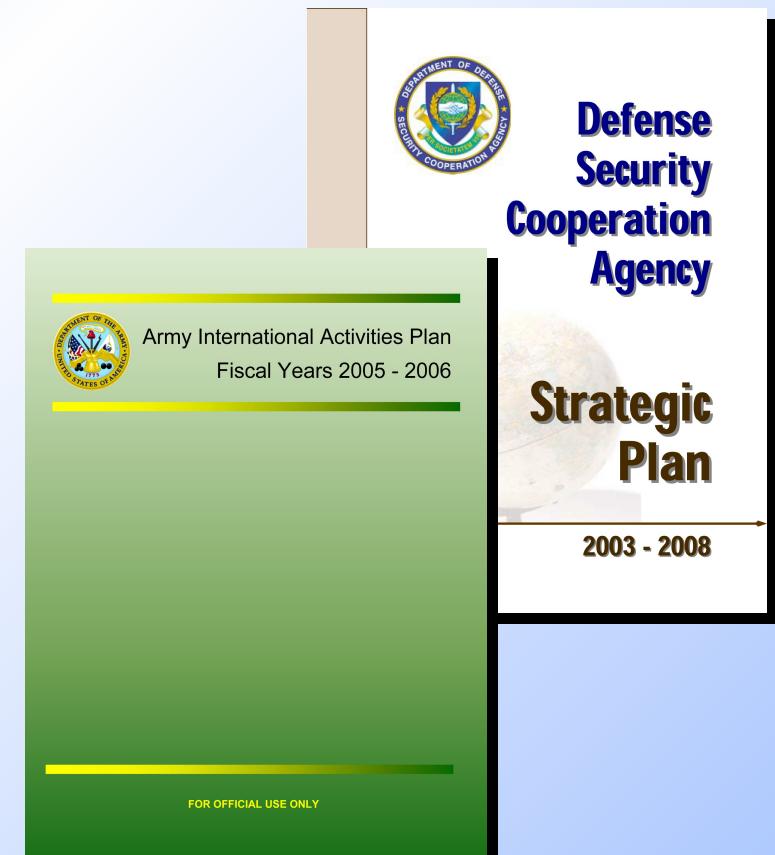


Objective

PEO-STRI Strategic Product Plan intended to identify 3-4 Security Cooperation opportunities for proactive

pre-LOR activities:

- SPP = “which products/services to which countries” best support National, Combatant Commander and Army Security Cooperation objectives
- Incremental opportunities, over and above forecasted product/service exports
- Proactive approach assists strategic countries and accelerates LOR process
- Focuses PEO-STRI Security Cooperation resources on highest priority countries and products





Stakeholders Strategic Objectives and Strategic Country Criteria

Country Groupings		
Category 1		Category 2
Foreign Military Sales / Equipment Transfers		
General	GWOT	ACOTA
Group One	Group One	Group One
Group Two	Group Two	Group Two
Group Three	Group Three	Group Three
Group Four	Group Four	Group Four



Product/Service Segmentation Criteria

			Criteria for Product Tiers							
Products and Services (full name)		Short name	STRICOM Mgr	Supports Operational Readiness	Fiscal Consideration	Inter-operability	PEO Mission and Competencies	Coalition Building	NSTD Priority	TIER
1	Aerial Target Flight Services	ATFS	PM ITTS		1	1		1	1	4
2	Aerial Target Systems	Targets	PM ITTS		1	1		1	1	4
3	Aviation Combined Arms Tactical Trainer	AVCATT	PM-CATT			1	1	1	1	4
4	Close Combat Tactical Trainer	CCTT	PM-CATT	1		1	1	1	1	4
5	Corps Battle Simulation	CBS	PM WARSIM	1		1	1		1	4
6	Enagement Skills Trainer 2000	EST 2000	PM-CATT		1		1	1	1	4
7	MILES	MILES	PM TRADE	1			1	1	1	4
8	Mobile Military Operations on Urbanized Terrain	Mobile MOUT	PM TRADE	1	1	1	1	1		4
9	One Semi Automated Force	OneSAF	PM WARSIM	1		1	1	1		4
10	Advanced Gunnery Training System	AGTS	PM-CATT	1		1		1		3
11	Digital Battle Staff Trainer	DBST	OPS	1		1	1			3
12	One Tactical Engagement Simulation System	One TESS	PM TRADE			1	1	1		3
13	Training Support Services	TS	OPS	1	1			1		3
14	Brigade/Battalion Battle Simulation	BBS	OPS	1		1				2
15	Combat Maneuver Training Center Instrumentation System	CMTS-IS	PM TRADE					1	1	2
16	Combat Maneuver Training Center Objective Instrumentation	CMTS-OIS	PM TRADE					1	1	2



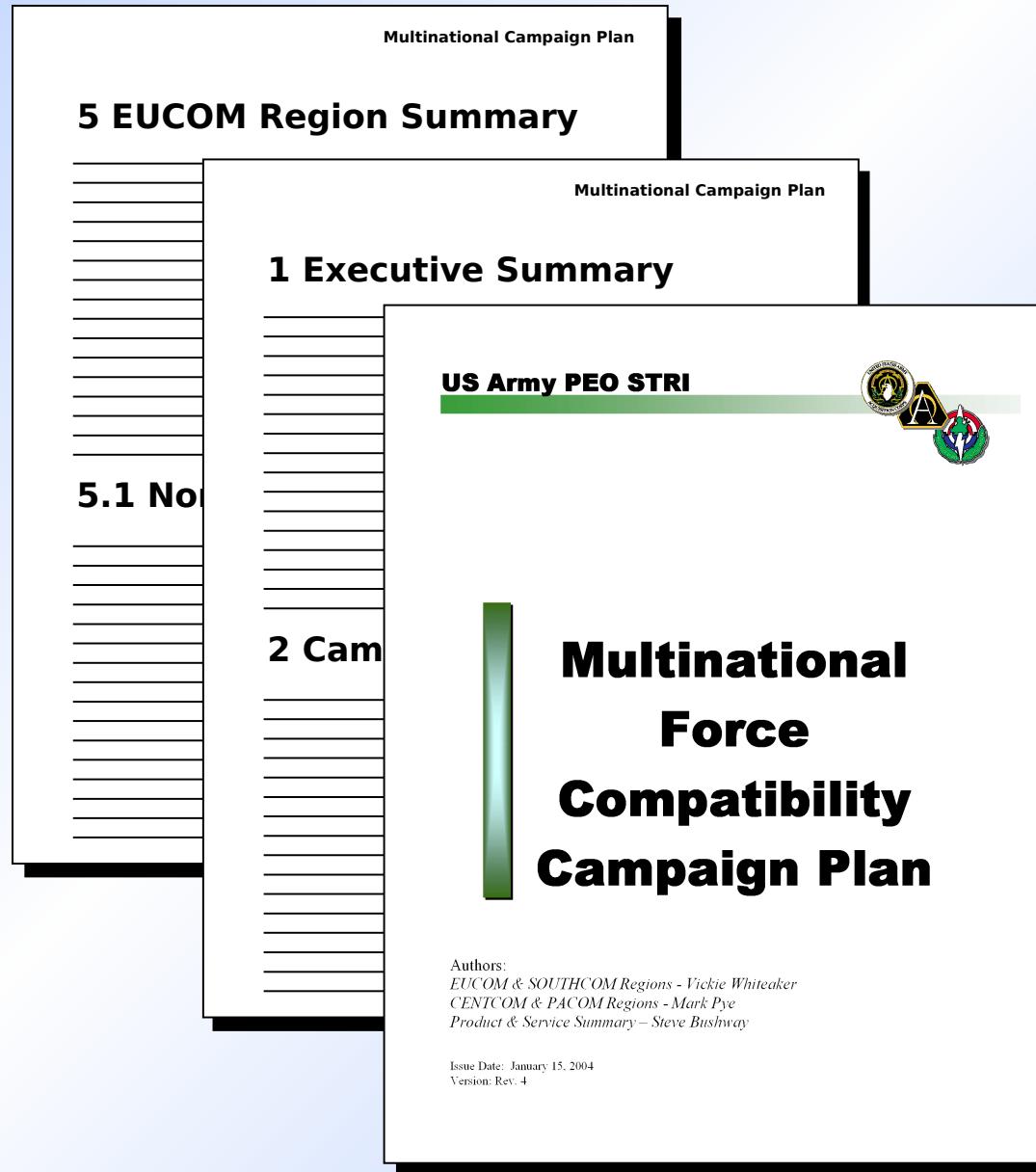
Notional Examples (country/product combinations)

Foreign Military Sales / Equipment Transfers

General



PEO STRI Road Map to Security Cooperation





FY05-08 Opportunities

- Establishment of a Regional Security Cooperation Network (RSCN) in the PACOM AOR that provides a distributed simulation capability at the Pacific Warfighting Center (PWC), linked to Combatant Commander's priority countries (Australia, Japan, Korea, Philippines, Singapore, Thailand).
- Establish a leave-behind Computer Assisted Exercise (CAX) capability in selected countries participating in the African Contingency Operations and Training Authority (ACOTA), realizing a cost avoidance for the program.
- Advocate a Gulf Cooperation Council (GCC) based RSCN that employs U.S. LVC-IA compliant technologies.
- Increase the number and ability of EUCOM countries capable of linking to and amongst the PfP SimNet, BaltSim, and SEESIM.
- Advocate the use of Common Training and Instrumentation Architecture (CTIA) compliant Live training technologies at planned Combat Training Centers (CTC) across Eastern Europe and Asia.

PEO STRI FY05 - 08 POM Submission